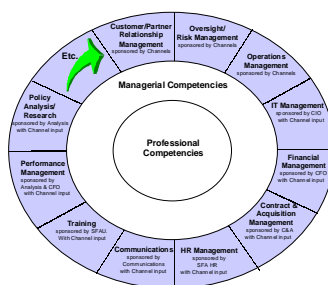




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SFA Competency Dictionary

Functional Competencies *Communications*



Functional Competencies represent the knowledge, skills and abilities required to successfully perform a specific role within SFA.

Functional Competency	Definition
Communication Strategy and Planning	<ul style="list-style-type: none"> • Demonstrates an understanding of communications concepts and techniques • Demonstrates the ability to design and implement communications strategies to communicate SFA-related information to its various stakeholders • Aligns communication strategy to goals and objectives of SFA • Demonstrates the ability to develop standards and brand identity for communication publications and materials • Demonstrates skill in evaluating the effectiveness of the existing communication programs and recommend improvements • Demonstrates the ability to monitor the implementation of communication programs
Public Relations	<ul style="list-style-type: none"> • Demonstrates an understanding of public relations and communication terms and techniques • Demonstrates the ability to gather facts and information to present and respond to questions from the public/media • Recognizes and uses internal communication channels appropriately • Applies knowledge on communication techniques and services to build and maintain a positive public image for SFA and to establish a firm relationship with media and other publics



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SFA Competency Dictionary

Functional Competency	Definition
Congressional Affairs	<ul style="list-style-type: none">• Demonstrates ability to answer accurately and completely congressional inquiries• Demonstrates ability to prepare responses and briefing materials for information dissemination purposes
Multi-Media Specialization	<ul style="list-style-type: none">• Demonstrates an understanding of multi-media production terminology, tools and resources to support specialized tasks• Demonstrates the ability to prepare audio/video materials for coverage and postproduction activities• Demonstrates the ability to create art and graphic designs• Utilizes technical expertise in the various types of media in the creation and production of SFA information dissemination materials and activities
Policy, Regulation and Legislation Awareness	<ul style="list-style-type: none">• Demonstrates an understanding of the general policies, regulation and legislation principles, laws and jurisprudence such as the Freedom of Information (FOI) or Privacy Act that effects SFA• Interprets and applies FOI or Privacy Act policy, regulation and legislation knowledge within unit and SFA
Writing (Business, Journalistic, Creative)	<ul style="list-style-type: none">• Demonstrates an understanding of different techniques for writing, such as business, journalistic and creative writing• Develops documents that effectively communicate to varied audiences while employing the most effective style of writing• Develops complex documents that are clear and concise• Demonstrates skill in communicating sensitive or controversial messages effectively• Uses language and style that capture the attention of an audience
Research and Interviewing	<ul style="list-style-type: none">• Demonstrates an understanding of basic interview and data gathering techniques, principles and methods• Demonstrates an understanding of specific information sources and methods of information gathering to include in communications products• Demonstrates the ability to interview sources to obtain appropriate content to include in communications products• Demonstrates the ability to documenting and categorizing information into a useable format



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Functional Competency	Definition
Planning and Budgeting	<ul style="list-style-type: none"> • Demonstrates an overall understanding of the planning and budgeting process • Demonstrates knowledge of the overall rules, sources of information and tools available to prepare and consolidate budgets and forecasts • Demonstrates the ability to apply planning and budgeting concepts to ensure accurate and timely reporting of business forecasts and budgets to predict revenues and spending actively • Analyzes and discusses budget implications
Contract Management	<ul style="list-style-type: none"> • Demonstrates an understanding of the contract management vision of SFA • Demonstrates an understanding of contract management concepts, procedures and regulations • Ensures compliance with government contracting regulations • Applies the contract management vision to develop, sustain and improve relations with contractors/vendors in order to meet SFA's needs and objectives • Demonstrates ability to monitor progress and ensures vendor/contractor adheres to standards and expected outcomes • Demonstrates skill in working with vendors to lower the costs associated with technology and processes
Internal Affairs	<ul style="list-style-type: none"> • Demonstrates the ability to develop an internal communications strategy and plan • Demonstrates the ability to create, execute and manage internal communication vehicles • Provide support to Channels and Functional Areas to help them determine their communications resource needs • Demonstrates skills in acting as a creative and professional resource for Channels and Functional Areas using contractors to implement specific, limited public relations or outreach campaigns
Office Administration	<ul style="list-style-type: none"> • Utilizes knowledge of administrative concepts and practices (answering phones, filing, scheduling, etc.) to plan, deliver and manage support services vital to running SFA's office operations



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SFA Competency Dictionary

Functional Competency	Definition
	<ul style="list-style-type: none">
	<ul style="list-style-type: none">
	<ul style="list-style-type: none">